CHAPTER - III

METHODOLOGICAL STRATEGIES

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CHAPTER III

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In the present chapter, an attempt has been made to analyse the problem and to discuss the design of study in terms of universe of study, pilot study, pre-testing and sources of data measuring instruments like statistical tools and techniques used for the analysis. The constraints in the study are also discussed at the end of this chapter.

3.1 Title of the study

The present study was undertaken with the broad objectives of “An Economic study of Street Food Vending in Madurai District”.

3.2. Selection of problem

Street food vendors play a vital role of the economic development of a country. Street food vendors are the backbone of a country like India. The street food vending products generally tend to be a complex process. The types of street food vending commodities are different. It contributes nearly
40 percent to 45 percent of the national income and provides livelihood to about 70 percent of the population. Street food vending involves many operations from the farm to the final consumer. The marketing system should be designed so as to give proper reward or return to the efforts of the street food vendors. A small part of the price paid by buyers reaches the street food vendors while the big part is cornered by the middle men.

Street food vendors belonging to the lower strata of the society, virtually in the absence of stable and permanent nature of employment, look around for jobs in the labour market. Poverty results in a situation where street food vendors take up this kind of available work. The street food vendors cover a wide range of activities spread through out the length and breadth of the country. In this job both men and women are permitted and encouraged from the olden times and in modern days the ratio and numbers have increased phenomenally. Street vendors in large numbers work under the sun, majority in the open-air sites in appalling condition throughout the country. The unprotect and neglected workers who sweat and toil on the platform and near waste disposal places call for serious attention of the planners, government departments and concerned citizens. In the unregulated and unorganized nature of this business, the vendors move from one place to another place or form one site to another site for seeking market for their products. The paid workers in this business are subject to innumerable
hardships. They are forced to work as unskilled labourers and opportunities are also denied to them. Due to heavy work and exhaustion, the paid worker suffers a lot. Apart from the lack of amenities such as potable drinking water, sanitation facilities etc., denial of social security benefits severely handicap the street vendors.

Street vendors are distributing goods and services. They consist largely of independent, self employed retailers in developing countries, some of whom also employ family labour or a few hired workers which operate at a low level of productivity which utilize low level of skills, and which provide very low irregular incomes and highly unstable employment to those who work in it. They are unregistered and unrecorded in official registers; they tend to have little or no access to organized markets, to formal education and training institutions. Stagnating and falling incomes of households due to poor performance of the economy also leads to increased entry in street vending.

Street vending is facing enormous problems from different quarters. The hundreds and thousands of persons in developing countries who are trapped in a situation of cumulative deprivations invariably indulged in this trade. Street vendors still face some limitations and apparent handicaps and constraints to the lack of education, health, nutrition, information, transformation and other factors. The present Madurai District affairs cannot
make any significant in the desired socio-economic transformation of the street vendors role in development. They need stronger support from the government in term of registration, licencing, provision for water, and in waste handling. It is the economic compulsion more than the other factors, which motivates the workers to seek employment in street vending. Efficient performance can be achieved only when the above problems are tackled efficiently by the operation of vending. Therefore, it is very necessary to evaluate the functioning of street food vending operation in Madurai District to explore about its performance.

3.3 Universe of study

Madurai District is situated in the southern part of Tamil Nadu State. It is bounded on the north by the districts of Dindigul and Thriuchirapalli and on the east by Sivagangai and on the west by Theni and south by Virudhunagar. The district lies between 9°30 and 10°30 of Northern Latitude and between 77° 00 and 78° 30 of Eastern latitude. The District has a total area 3741.73 sq.kms. The spoken languages are Tamil, Telegu, Saurashtra, English and Hindi. Madurai is surrounded by several mountains. The Madurai District has 3 hills as its city boundary. Yanaimalai, Nagamalai and Pasumalai. Madurai is famous for jasmine flowers. Jasmine flowers are transported to other cities of India from Madurai.
The population is 25,62,279 as per 2001 census, with a density of 733 person per square kilometer. Sex ratio is 978 male per 1000 for male population as per 2001 census. Total literacy rate is 78.65 percent in which male is 87.24 percent and female is 69.93 percent as per 2001 census. Out of total population male population is 12,95,124 and females is 12,76,155 persons. The rural population is 11,29,028 and urban population is 14,33,251 persons. The total workers in Madurai District is 947042 persons; in which male workers are 6,75,246 and female workers are 2,71,796. The District administration consists of Collectorate, Taluk, and Block offices; Madurai Corporation, Municipality and Town and village panchayats. The district is divided into 3 municipalities, 1 corporation, 15 town panchayats, 431 village panchayat, 15 legislative assembly constituencies and 2 parliament constituencies.

Madurai is named as temple city. There are many temples located in and around the city. Meenakshi Amman Temple is very popular in the State. Thiruparamkuntam, Azhagarcoil, Mariammain temple, Thirumalai Nayakar palace are very famous landmarks of this District. All the temples of the city attract a large number of both foreign and domestic tourists. A large number of pilgrims visit the temples every year. This city is also called as sleepless city as people move round the clock. Therefore this city remains a big commercial centre.
Pongal, Jallikattu, Chithirai festival, festival of cradle, Avanimoolam festival, Navarathri and dance festival are most popular festivals in Madurai.

Madurai is the second largest city in Tamil Nadu, after Chennai and is one of the oldest cities in India, over 2500 years old. Madurai is situated on the banks of the Vaigai river. The city evokes the glory of a bygone era. Today the city does a considerable quantum trade in tea, coffee, and cardamom, all grown on the hills to the west. Local crafts include weaving silk and cotton cloth, wood work items, brassware and clay pottery.

This bustling city of over half a million people packed with pilgrims, beggars businessmen, bullock carts and legions of under – employed cycle rickshaw peddlers is one of Southern India’s oldest and has been a centre of learning and pilgrimage for centuries. On any one day, it’s been estimated that, there will be 10,000 people from outside the city here. Depending on the time of day, you can bargain for bangles, spices or saris in bazaars that lie between the outer and inner walls of the temple city.

The old town of Madurai is contained within the almost square enclosure marked out by the veli streets on the south bank of the river Vaigai. Within this area are found almost all the main points of interest, the transport services, mid-range and budget hotels, restaurants. Tourist office and GPO.
Mostly hotels and restaurants are used by travelers. This city is one of huge, non-stop bazaar crammed full of shops, street markets, temples, pilgrims’ choultries, hotels, restaurants and small industries. It's one of the south’s loveliest cities yet small enough not to be overwhelming and its very popular with travellers.

3.4 Pilot Study and Pre-testing

Pre-test and pilot studies were carried out to test the validity of the interview schedule and reliability of the sample. The primary sources of information have been collected through personal interview of a sample of 300 vendors and 300 consumers with the help of interview schedule.

1. Interview schedule for vendors : (Appendix – I)
2. Interview schedule for consumers : (Appendix II)

3.5 Sources of Data

The entire study relied on primary sources of information and secondary sources of information.

Madurai District was purposely selected for this study on street food vending. The researcher selected 300 vendors and 300 consumers. They were selected at random. The data were collected on annual investment, annual expenditure and profits of street food vending.

3.6 Methods of Data Collection

The Secondary sources of information have been collected from both published and unpublished documents. They have been obtained from
books, journals, reports and official records.

3.7 Measuring Instruments

The collected data were presented in the table and these tables were systematically analysed with the help of simple statistical techniques such as percentage, average, ratio etc.

3.8 Data Analysis and Interpretation

After the collection of the required data pertaining to the study with the help of interview schedule, a master table was prepared. The collected data were tabulated and subject to statistical analysis.

Correlation co-efficient, Multiple Regression, Arithmetic Mean, Percentage analysis, Analysis of Variance, and Tabular Analysis are used to find the validity of data which were collected primarily to study the socio-economic profile of the sample respondents.

3.9 Limitations of the Study

Every research study suffers from various constraints and limitations. The present study is subject to the following constraints and limitations.

1. The present research study particularly of street food vendors, the profile of the respondents is undertaken for a period of one year. Within the short span of time, it may not draw correct inferences.
2. The present study is confined to street food vending in Madurai District only. It excludes all other products of street vending.

3. The primary data was collected through a structured interview schedule. All the informations furnished by the respondents were treated as correct. Therefore the findings of the study will have only limited application.

4. Illiteracy and low educational attainment of the respondents made the task of the researcher more difficult to make them understand the purpose of research.

5. Though large number of books are available on food safety in general, publications regarding the street food vendors are not available in sufficient numbers.

6. One possible flaw that may affect the perfection of the survey results was the reluctance shown by the workers to disclose the facts. It then became a difficult task to convince them to gather the information from them.